

MARY KAY

applause®

NOVEMBER 2013

Color Wonderland

Color Gift Bundles

Make It a Selling
Season to
Remember.

Mary Kay Struts Its Stuff
on *Project Runway All Stars*.



“Each new day presents an opportunity to start all over again, to cleanse our minds and our hearts anew, and to clarify our vision and not clutter up today with the leavings of other spent days.”

Helpful Numbers:
Mary Kay Consultant
Contact Center
800-272-9333

For questions regarding
 Mary Kay® product orders,
 Mary Kay InTouch®,
 special events, product
 information, etc.

Automated
Information Line
800-454-1130 (24 hours)

november dates: to remember

1

- Postmark cutoff for Independent Beauty Consultants to mail Commitment Forms to begin Independent Sales Director qualification this month.
- Online Independent Sales Director-in-Qualification Commitment Form available beginning 12:01 a.m. Central time.

Last day to submit online Independent Sales Director-in-Qualification Commitment Form. Commitment Form available until midnight Central time.

3

Early ordering of the new Holiday 2013 promotional items begins for Star Consultants who qualified during the May 16 – Aug. 15, 2013, quarter and Independent Beauty Consultants who enrolled in *The Look* for Holiday 2013 through the Preferred Customer ProgramSM.

10

New Independent Sales Director Education begins. All Sales Directors who have not yet taken advantage of this great opportunity are welcome.

13

15

- Postmark deadline for Fall 2013 promotion.
- Last day to enroll online for the Winter 2013 Preferred Customer ProgramSM Month 2 mailer.
- Last day for customers to take advantage of the Fall 2013 gift-with-purchase offer.

Holiday 2013 promotion begins. Ordering of the new Holiday 2013 promotional items available for all Independent Beauty Consultants.

16

20

Holiday 2013 Preferred Customer ProgramSM customer mailing of *The Look* begins. (Allow 7-10 business days for delivery.)

26

Last day of the month for Independent Beauty Consultants to place telephone orders (until 10 p.m. Central time).

Last business day of the month. Orders and Independent Beauty Consultant Agreements submitted by mail or dropped off at the branches must be received by 7 p.m. local time to count toward this month's production.

27

28

Thanksgiving Day. All Company and branch offices closed. Postal holiday.

Company holiday. All Company and branch offices closed.

29

30

- Last day of the month for Independent Beauty Consultants to place online orders (until 9 p.m. Central time).
- Online Independent Beauty Consultant Agreements accepted until midnight Central time.

Also available on *Mary Kay Mobile InTouch™* on your smartphone at m.marykayintouch.com

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trending: @ Mary Kay



Smile! It's Instagram!
Get creative and share your *Mary Kay At Play™* pics on Instagram. See *Mary Kay InTouch®* for #MKAtPlay details!

Gifting GOODNESS!

Share the gorgeous *Holiday 2013 Gift Guide* eCatalog from your *Mary Kay®* Personal Web Site. Your customers will love gift bundles for every personality.



#MKFallBeauty

See event pics and videos from The *Mary Kay® Fall Into Your Beauty* College Tour on Facebook and encourage your customers to "like" Mary Kay on Facebook.



Be COLOR Confident!

Earn your *Advanced Color Consultant* designation on the *Color Confident* site. While there, check out the new look and feel of Product Central!



get your style on!

Check out featured Mary Kay Makeup Artist looks on *Mary Kay InTouch®*. Spotlight these **NEW** looks at *Project Runway All Stars* watch parties!



inside THIS ISSUE

COLOR WONDERLAND 2

You're sure to see green when your customers discover these color gift sets!

MAKING THE GRADE 6

Mary Kay hits college campuses this fall introducing color and skin care products. Learn ways to help you tap into a high-potential market!

MODEL APPROACH 14

The *Mary Kay®* brand gains credibility as the official beauty sponsor of *Project Runway All Stars Season 3*. Bring that excitement home and take advantage of the added publicity with your customers!



CHEERS TO COLOR!

Forget the mall! Let your customers loose on these great *Mary Kay*® eye and lip bundles. This year, *Mary Kay*® creates **gift bundles** like these so your customers can shop with you for all their gifting needs.

Hang on to your kerchief, 'cause you'll find **more fabulous gift sets**, including **exciting new products from the November product launch in December Applause® magazine**. Your customers will start to see these sets via the Month 2 mailer, marykay.com and *Beaut-e-News*®.

Look for more **holiday gifting ideas** on *Mary Kay InTouch*®. You'll find selling tips, holiday countdowns, videos, fliers and more!

Be COLOR Confident!

Applying color shouldn't be scary. It's lots of fun! With the **Color Confident** site on *Mary Kay InTouch*®/Product Central, you'll uncover great color combinations, learn about foundations and how to get the most from your makeup brushes, plus much more! Best of all **it's free and accessible on every mobile device**.

And, when you complete the four modules and pass the quizzes, you can market yourself as an **Advanced Color Consultant** on your *Mary Kay*® business cards, *Mary Kay*® Personal Web Site and Facebook fan page.



Limited-Edition† Purple Passion

Part #072924

\$35

- Mary Kay At Play™ Baked Eye Trio in On the Horizon
- Mary Kay At Play™ Eye Crayon in Purple Smoke
- Limited-edition† Mary Kay® Lash Love® Mascara in I ♥ plum

Limited-Edition† Beautiful Eyes Great Deal

Part #045749

- TimeWise® Firming Eye Cream
- Mary Kay® Eyeliner in Black
- Mini Mary Kay® Lash Love® Mascara in I ♥ black

\$42



\$62

Beautiful Brows Set

Part #072928

- Mary Kay® Brow Gel
- Mary Kay® Brow Tools
- Mary Kay® Brow Definer Pencil in Brunette
- Mary Kay® Lash & Brow Building Serum®

Plum Perfect

Part #072923

- Mary Kay® Mineral Eye Color in Truffle
- Mary Kay® Cream Eye Color in Violet Storm
- Mary Kay® Lash Love® Lengthening™ Mascara in I ♥ black
- Mary Kay® Liquid Eyeliner in Black

\$47



Viva Red!

Part #072926

- Mary Kay® True Dimensions™ Lipstick in Firecracker
- TimeWise® Age-Fighting Lip Primer
- Mary Kay® NouriShine Plus® Lip Gloss in Rock 'n' Red
- Mary Kay® Lip Liner in Clear

\$67



Lasting Looks Collection

Part #072929

- Mary Kay® Eye Primer
- TimeWise® Age-Fighting Lip Primer
- Mary Kay® Foundation Primer Sunscreen Broad Spectrum SPF 15*
- Mary Kay® Makeup Finishing Spray by Skindinavia

\$69



Lash Spa™

Part #072927

\$68

- Mary Kay® Lash & Brow Building Serum®
- Mary Kay® Lash Primer
- Mary Kay® Lash Love® Mascara in I ♥ black

Limited-Edition† Green Goddess

Part #072925

- Mary Kay At Play™ Baked Eye Trio in Earth Bound
- Mary Kay At Play™ Eye Crayon in Green Tea
- Limited-edition† Mary Kay® Lash Love® Mascara in I ♥ green

\$35

Love Ur Eyes

- Mary Kay® Mineral Eye Color Bundle
- Mary Kay® Oil-Free Eye Makeup Remover

\$36



ho-ho

Holiday Ideas!

Catch Shoppers Early.

Send the *Holiday 2013 Gift Guide eCatalog* from your *Mary Kay®* Personal Web Site so your customers can shop 24/7!

Beaut-e-News®. It's free and fabulous and will be sent to those customers who are signed up to receive it on **Black Friday** and **Pink Monday** following Thanksgiving. The beautiful images entice your customers, and it conveniently links to your *Mary Kay®* Personal Web Site.

Social Media. Facebook, Twitter, Pinterest and Instagram are great ways to reach a vast audience quickly. Perhaps you can post/tweet *12 Days of Christmas* gift ideas, stocking stuffers and best-sellers. You can get lots of post ideas on the special Holiday Gifting site on *Mary Kay InTouch®*.

Online Parties. Why not get a few of your hostesses to hold online parties and earn great hostess credit? You can hold several online parties at once!



'TIS THE SEASON
TO SELL!



Plan a Holiday OPEN House!

Independent Executive Senior Sales Director Krystal Walker of Frisco, Texas, says now is a great time to plan your holiday open house. She encourages making it a special shopping event and a successful earning opportunity! Her tips:



- ▶ **Make it easy.** She lets her customers use credit cards, and she has many gifts wrapped and ready.
- ▶ **Set the mood.** The smell of her fresh-baked cookies, apple cider and soft holiday music get her customers in a festive spirit.
- ▶ **It's about convenience.** Holding both day and night events helps accommodate her customers' schedules.
- ▶ **Add props.** Filling stockings with *Mary Kay®* products such as an eye look, lip look or entire color look add a festive touch.
- ▶ **Include skin care.** Her open house isn't complete without *TimeWise® Miracle Set®* in both formulas. She offers all the *Mary Kay®* skin care regimens along with hydrating products specific to the winter season. "Skin care can strengthen your customer base and your reorder business all year," she says.
- ▶ **Foundation station.** Most women's shades change in winter, so the timing is great.
- ▶ **Don't forget the guys!** Invite husbands and male customers to a special "Men Only" shopping event. Offer different price points with gifts prewrapped. Also have *MKMen®* skin care and men's fragrances available for them to sample and buy!

gifts **sets** Yule Love!

Holiday Duets Gift Set

\$34



Warm & Wonderful

Mary Kay® Eau de Toilette
Fragrance in Warm Amber™

Mary Kay® NouriShine Plus®
Lip Gloss in Café au Lait

\$110



TimeWise® Trio

TimeWise® Replenishing Serum+C®

TimeWise® Firming Eye Cream

TimeWise® Moisture Renewing Gel Mask

\$47



Plum Perfect

Mary Kay® Mineral
Eye Color in Truffle

Mary Kay® Cream
Eye Color in Violet Storm

Mary Kay® Liquid Eyeliner in Black

Mary Kay® Lash Love® Lengthening™
Mascara in I ♥ Black

See other great *Mary Kay®*
gift sets.

Let me help you select the perfect gifts
for everyone on your list.

CONTACT ME, your Mary Kay Independent
Beauty Consultant, to try these today!

All product prices are suggested retail.

MARY KAY

MARY KAY®



collegeTOUR

Texas A&M freshman Riley Walker thought her morning would be like most, attending classes and studying, but that quickly changed once she spotted the tents at the **Mary Kay® Fall Into Your Beauty College Tour**. She and her girlfriends had a blast **getting mini makeovers, snapping photos of their new looks and posting them on Facebook and Instagram**. She also connected with a local Independent Beauty Consultant and is excited about **Mary Kay At Play™**.

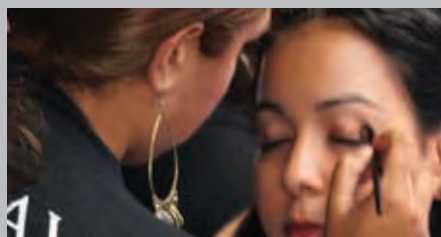
Thousands of college coeds just like Riley got a firsthand look at Mary Kay, along with **swag bags filled with products**, as part of the 10-college campus tour that ran Sept. 16 – Oct. 18.

This is the fourth year Mary Kay has partnered with *Seventeen* and *Cosmopolitan* magazines on the tour, which is designed to help **generate**

greater awareness of the Mary Kay® brand among women ages 18-24 and create a positive impression with this influential and savvy group.

Many expressed they hadn't sampled **Mary Kay® products** but were impressed and excited after doing so. By incorporating print, mobile, PR and digital media, the tour was able to reach a vast audience with tremendous buying power.

Specifically, the young women were introduced to **Mary Kay® skin care** and priming products along with the hottest color products, including **Mary Kay At Play™**. In addition, participants could use the **Consultant Locator** to connect with an independent sales force member, snap cute pictures in the **Mary Kay photo booth** and learn more about *Love Is Respect*, a dating violence prevention program.



Don't Look Away

Mary Kay is proud to be the lead sponsor of a "text for help" service at Loveisrespect.org. The texting program called "Don't Look Away" is a safe, anonymous way for young people to text with a peer advocate about healthy relationships.



MARY KAY



THE 411

College tour visitors may be eager to connect with Independent Beauty Consultants via the Consultant Locator on marykay.com. Plus, they may share their excitement via social media. Be on the lookout for **potential new customers through your Mary Kay® Personal Web Site**, and be ready to suggest products like the new *Mary Kay At Play™* color and *Clear Proof™* Acne System. Each inquiry deserves a prompt response and the Golden Rule Service that makes Mary Kay beautifully unique!



REACHING her

Now is a great time to introduce young women ages 16 to 22 to the *Mary Kay®* brand.

- **Digital diva.** She loves her smartphone, so Facebook, Twitter, Pinterest and Instagram are great ways to reach her.
- **Quick and easy.** Customer Delivery Service and online ordering resonate with her.
- **Text please!** Your next customer could be one text message away.
- **Socially responsible.** The majority say they're more likely to support a company that gives back.
- **Instant gratification.** Product samplers are a great way to reach her.

College Prep:

Easy tricks to help you sell.

1. Choose an easy trend look to show.
2. Prepare *Clear Proof™* Acne System and *Mary Kay® Botanical Effects®* skin care samplers. Be sure to attach your business card.
3. Get familiar with Gen Y favorites like *Mary Kay®* lash products and the *Mary Kay At Play™* line.

College Tour Stats:

Key learnings from last year's *Mary Kay® Fall Into Your Beauty* College tour.

- 88 percent say they recommend products they love to friends.
- Of those who received *Mary Kay®* samplers, 7 out of 10 plan to make a purchase.
- 1 out of 5 say not knowing a Mary Kay Independent Beauty Consultant is their reason for not being a customer. They're just waiting for you to introduce them to the product!



Syllabus for Success

Independent Senior Sales Director Fran Pickett of Richland, Wash., was a Mary Kay college tour brand ambassador last fall and put her own spin on it at a

nearby university the following semester. She went through proper school channels working with the career development center to focus the event on professionalism. She collaborated with others to address professional dress on a budget and even invited a local hair salon to participate.

Fran says students sampled *Mary Kay®* color and skin care, got foundation matching, and signed a mini wall pledging to not look away from dating violence. Fran says, "The young women had a blast and fell in love with the *Mary Kay®* brand, but the best part was bringing awareness to dating violence and *Love Is Respect.*"

She encourages others to take a chance and reach out to this important age group. "After all, everyone likes to look and feel their best, and we can help them accomplish that and more!"

July | recognition

Congratulations to the winners

TOP NSDs YEAR-TO-DATE



Anita Mallory
Garrett-Roe



Kathy Helou



Sonia Páez



Gloria Castaño



Jan Harris



Karen Piro



Carol Anton



Gloria Mayfield Banks



Mary Diem



Cheryl Warfield

ON-TARGET INNER/ DIAMOND/GOLD CIRCLE

On-Target for \$800,000 Inner Circle

Anita Mallory Garrett-Roe\$66,626

On-Target for \$600,000 Inner Circle

Kathy Helou\$50,182

On-Target for \$550,000 Inner Circle

Sonia Páez\$47,781

On-Target for \$450,000 Inner Circle

Gloria Castaño\$40,782

Jan Harris40,120

Karen Piro38,973

On-Target for \$400,000 Inner Circle

Carol Anton\$36,688

Gloria Mayfield Banks36,385

Mary Diem35,341

Cheryl Warfield34,868

On-Target for \$350,000 Inner Circle

Dayana Polanco\$33,199

Stacy James32,172
Kariee Isenhardt32,031
Lisa Madson32,004
Pamela Waldrop Shaw31,921
Cindy Williams31,559
Patricia Turker29,830

On-Target for \$325,000 Inner Circle

Lupita Ceballos\$27,674

On-Target for \$300,000 Diamond Circle

Halina Rygiel\$26,618

Kim McClure25,577

Anita Tripp Brewton25,114

On-Target for \$250,000 Diamond Circle

Debi Moore\$24,844

Pat Danforth24,579

Julianne Nagle23,739

Nancy Bonner23,356

Cindy Fox22,621

Sandy Valerio22,426

Cyndee Gress21,820
Kerry Buskirk21,772
Sandy Miller21,615
Pamela Fortenberry-Slate20,296
Magdalena Nevárez20,270

On-Target for \$200,000 Diamond Circle

Sherry Windsor\$19,678

Mary Estupiñán19,490

Elizabeth Muna-Mudsi18,551

Sue Kirkpatrick17,342

Ronnie D'Esposito Klein17,128

Noelia Jaimes17,116

Gay Hope Super17,025

SuzAnne Brothers16,922

On-Target for \$150,000 Gold Circle

Candace Laurel Carlson\$16,240

Judie McCoy15,458

Linda Toupin14,958

Dacia Wiegandt14,898

Julia Burnett14,433

Sara Pedraza-Chacón14,222
Monique Balboa13,946
Ada García-Herrera13,764
Diane Underwood13,656
Kristin Myers13,136
Valerie Bagnol13,062
Pam Ross12,965
Kay Elvrum12,919
Lisa Allison12,867
Jamie Cruse-Vrinios12,865
Anabell Rocha12,853
María Monarrez12,821
Somer Fortenberry12,667
Jo Anne Barnes12,585
Heidi Goelzer12,529

On-Target for \$125,000 Gold Circle

Bea Millislagle\$12,377

Julie Krebsbach12,373

Crisette Ellis12,348

Lily Orellana11,912

Dawn Dunn11,910

Jeanne Rowland11,893
Rosibel Shahin11,874
Shannon Andrews11,826
Vivian Diaz11,813
Shirley Oshiro11,793
Sharon Buck11,751
Connie Kittson11,705
Mayuli Rolo11,501
Janet Tade11,450
María Guadalupe Díaz11,438
Dalene Hartshorn11,173
Judy Brack11,122
Lise Clark10,979
Davanne Moul10,949
Sylvia Kalicak10,926
Rebecca Evans10,896
Gladis Elizabeth Camargo10,803
Maureen Ledda10,583
Susan Hohlman10,480
Juanita Gudiño10,478
Auri Hatheway10,427

MONTHLY COMMISSIONS AND BONUSES

Listed are NSD commissions above \$10,000 earned in July by Independent National Sales Directors as defined above **plus** the following which do not count toward NSD ranking: Sales Director commissions, Personal Team commissions and NSD contest bonuses. Cars, prizes, etc., are **not** included in these amounts.

Ruby

1. Carol Anton**\$46,534
2. Karlee Isenhardt36,159
3. Pat Danforth33,257
4. Cyndee Gress*25,998
5. Ronnie D'Esposito Klein*22,633
6. Sue Kirkpatrick*22,563
7. Gay Hope Super*22,246
8. Candace Laurel Carlson*20,613
9. Pamela A. Fortenberry-Slate*17,459
10. María Monarrez17,222
11. Somer Fortenberry16,857
12. Bea Millislagle16,676
13. Pam Ross*15,698
14. Jo Anne Barnes15,370
15. Rebecca Evans*15,254
16. Jeanne Rowland*14,448
17. Kate DeBlander14,327
18. Juanita Gudiño13,629
19. Kirk Gillespie13,507
20. María Flores11,809
21. Janis Z. Moon11,768
22. Kelly McCarroll11,353
23. Scarlett S. Walker-Simpson*11,348
24. Vicki Jo Auth11,169
25. Genia Rae Gass11,117
26. Donna B. Meixsell11,041
27. Terri Schafer11,020
28. Alicia Lindley-Adkins*10,040

Sapphire

1. Karen Piro**\$47,065
2. Lupita Ceballos**33,915
3. Julianne Nagle*31,464
4. Sandy Valerio*26,887
5. Magdalena Nevárez*22,056
6. Dawn A. Dunn20,618
7. Judie McCoy*19,922
8. Sara Pedraza-Chacón*18,888
9. Valerie J. Bagnol*16,356
10. Shannon C. Andrews*16,331
11. Jan L. Thetford15,451
12. Gloria Báez*15,388
13. Sharon L. Buck15,331
14. Pam I. Higgs13,233
15. Debra M. Wehrer12,989
16. Davanne D. Moul*12,842
17. Roxanne McInroe12,748
18. Diana Sumpter12,648
19. Gillian H. Ortega12,551
20. María Guadalupe Díaz12,314
21. Pam Klickna-Powell12,280
22. Tammy Cray11,605
23. Tammy Romage11,570
24. Gladis Elizabeth Camargo*11,254
25. Lorraine B. Newton10,844
26. Kimberly D. Starr10,721
27. Jill Moore10,712
28. Lara F. McKeever10,276
29. Paola Ramirez10,215
30. Alia L. Head10,066
31. Julia Mundy10,043

Emerald

1. Kathy Helou**\$64,776
2. Gloria Mayfield Banks**44,211
3. Debi R. Moore*27,560
4. Kerry Buskirk*26,907
5. Cindy Fox*26,271
6. Jamie Cruse-Vrinios21,593
7. Dacia Wiegandt*21,411
8. SuzAnne Brothers*20,917
9. Sherry Windsor**20,855
10. Lily Orellana18,633
11. Kay E. Elvrum18,605
12. Auri Hatheway16,597
13. Crisette M. Ellis16,289
14. Mona Butters15,796
15. Janet Tade*15,549
16. Yvonne S. Lemmon13,065
17. Dawn Otten-Sweeney13,035
18. Pamela Tull12,910
19. Cathy Bill*12,784
20. Joanne R. Bertalan*12,541
21. Morayma Rosas12,411
22. Consuelo R. Prieto*12,149
23. Brenda Segal*10,796
24. Evalina Chávez10,331
25. Jackie LaPrade10,322
26. Kym A. Walker*10,166
27. Shelly Gladstein10,165

Pearl

1. Jan Harris**\$47,996
2. Stacy I. James**43,228
3. Cheryl Warfield**40,203
4. Cindy A. Williams*38,493
5. Pamela Waldrop Shaw*37,760
6. Kim L. McClure29,852
7. Halina Rygiel*29,225
8. Anita Tripp Brewton*28,158
9. Nancy Bonner*27,054
10. Sandy Miller*26,015
11. Lia Carta20,976
12. Anabell Rocha20,946
13. Mary C. Estupiñán*20,799
14. Julia Burnett*19,381
15. Julie Krebsbach*19,239
16. Kristin Myers18,880
17. Lisa Allison18,400
18. Monique Balboa18,302
19. Judy Brack17,482
20. Jeanie Martin15,649
21. Shirley M. Oshiro15,510
22. Sylvia Kalicak15,413
23. Alma Orrosetti14,894
24. Maureen S. Ledda*13,991
25. Bett Vernon13,465
26. Lise T. Clark*13,381
27. Leah Lauchlan11,695
28. Arnie N. Gambolan11,568
29. Lynda Jackson*10,819
30. Isabel Venegas10,724
31. Glinda McGuire*10,641
32. Deb Pike10,299
33. Bettye M. Bridges10,282
34. Cathy E. Littlejohn10,148

Diamond

1. Anita Mallory Garrett-Roe***\$113,279
2. Sonia Páez**52,382
3. Lisa Madson50,359
4. Gloria Castaño***42,569
5. Mary Diem*40,433
6. Dayana Polanco*37,500
7. Patricia Turker*34,527
8. Elizabeth Muna-Mudsi*24,285
9. Linda C. Toupin21,655
10. Diane Underwood21,152
11. Noelia Jaimes*19,855
12. Connie A. Kittson18,021
13. Ada García-Herrera18,002
14. Vivian Diaz17,919
15. Rosibel Shahin*17,344
16. Dalene Hartshorn16,754
17. Mayuli Rolo*14,704
18. Heidi Goelzer14,534
19. Susan M. Hohlman*13,312
20. Evelinda Diaz12,052
21. Diane L. Mentiply11,867
22. Cecilia C. James11,730
23. Gina Rodriguez11,021
24. Diana Heble10,312

* Denotes Senior NSD
** Denotes Executive NSD
*** Denotes Elite Executive NSD



GO-GIVE® AWARD

Congratulations to our November 2013 *Go-Give®* Award winners who best exemplify the **Golden Rule** – helping others **unselfishly** and **supporting** adoptees as much as unit members.

Nominate a well-deserving Independent Sales Director who displays the *Go-Give* spirit for this prestigious honor today! We've made it easier – look for the **online nomination form** on *Mary Kay InTouch®* under the Contests/Promotions tab.



Nancy Danley

Ruby

Independent Future Executive
Senior Sales Director

Began Mary Kay Business
March 1977

Sales Director Debut
April 1979

Offspring four first-line;
five second-line

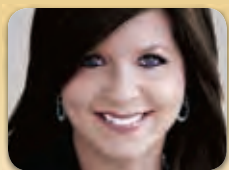
National Sales Director
Go Give Area

Honors Circle of Honor; 11-times
Sales Director Queen's Court of
Personal Sales; 29-times
Circle of Achievement; seven-
times Double Star Achievement

Personal Lives in Granbury,
Texas. Husband, Ranny; son,
Lon; daughters: Kathy, Renee;
9 grandchildren, 9 great-
grandchildren

**"I am motivated to help others
because** I feel privileged to be a
part of a Company that practices
the Golden Rule and is centered
on the principles of God first,
family second and career third.
The adoptee program also allows
me to serve others and make a
difference in their lives."

**Independent Beauty
Consultant Deborah Reedy of
Alvord, Texas,** says, "Because
Nancy is fearful of me driving the
one and a half hour drive home,
I spend every Monday night at
her home."



Beth Hollingshead

Sapphire

Independent Senior
Sales Director

Began Mary Kay Business
September 2009

Sales Director Debut
January 2011

Offspring two first-line

National Sales Director
Karen Piro

Honors Star Consultant;
Sales Director Queen's Court
of Personal Sales

Personal Lives in Ward, Ark.
Husband, Brad; daughter, Shelby

**"I am motivated to help others
because** I want to see every
woman reach her God-given
potential and to watch the
transformation when they leave
fear and doubt and embrace
faith and belief."

**Independent Senior Sales
Director Cindy Harness of
Harrison, Ark.,** says, "Beth
serves in her community, in
her family, in her business and
leads the women's ministry at
her church."



Crystal Barr

Emerald

Independent Senior
Sales Director

Began Mary Kay Business
September 2002

Sales Director Debut
January 2005

Offspring one first-line

National Sales Director
Cindy Fox

Honors Star Consultant;
six-times Sales Director Queen's
Court of Personal Sales

Personal Lives in Moon
Township, Pa. Husband, Dave;
son, Nathan; daughter, Lillian

**"I am motivated to help others
because** of my mom. She left a
bad situation and made a better
life for us and helps other women
turn their lives around. I pray that
I can give that kind of hope."

**Independent National Sales
Director Kim McClure** says,
"Crystal has lightened the
load of leadership from my
shoulders and shown others
how to be a team player,
supporter and encourager.
She is now fundraising for
The Mary Kay Foundation™."



Amy Woodrum

Pearl

Independent Sales Director

Began Mary Kay Business
July 2003

Sales Director Debut
September 2004

National Sales Director
Go Give Area

Honors Star Consultant

Personal Lives in Morgantown,
Ind. Husband, Adam; son, Logan;
daughter, Luci

**"I am motivated to help
others because** I have been
encouraged, loved and supported
along my journey, and I hope to
provide the same to others. It
truly is a greater blessing to give
than receive."

**Independent Beauty
Consultant Kimberlee Peters
of Franklin, Ind.,** says, "When
an Independent Sales Director
has a new Independent Beauty
Consultant within Amy's meeting
area, they introduce them to
Amy because they know their
new team member will be in
good hands."



Yusmary Piotrowski

Diamond

Independent Sales Director

Began Mary Kay Business
August 2001

Sales Director Debut
July 2006

National Sales Director
Sonia Pérez

Honors Star Consultant; three-
times Queen's Court of Sharing;
Circle of Achievement; Double
Star Achievement

Personal Lives in Orlando, Fla.
Husband, Joe; daughter, Yusleny

**"I am motivated to help
others because** I like to make a
difference in the lives of others
because someone has already
done that in my own life."

**Independent Beauty
Consultant Rosa Gonzalez of
Sanford, Fla.,** says, "Yusmary
invites us to her unit's events
and offers prizes to anyone who
wants to reach their goals. Since
contacting others is one of my
weak areas, Yusmary set up
a time for me to have special
assistance with her."

Strike a Pose!



Official Beauty Sponsor

Mary Kay is the Official Beauty Sponsor of *Project Runway All Stars Season 3*. Ten episodes to air on Lifetime® October through January.



Get your customers excited about great news for fall. Mary Kay hits TV airwaves as part of an exciting new partnership with Lifetime's® *Project Runway All Stars Season 3* where designer contestants from previous seasons compete to create bigger, bolder fashions. TV and movie personality Alyssa Milano hosts.

Designers send their models to the *Mary Kay® Color Design Studio™* where six makeup artists complete looks using *Mary Kay®* products. Mary Kay also will inspire a fashion challenge in one episode.

"Millions of viewers will see Mary Kay prominently throughout each episode, which lends a fresh fashion credibility to the *Mary Kay®* brand," says **Marti Zehr-Breedlove, Mary Kay Advertising and PR manager**. "It also allows independent sales force members to get behind this initiative, hold parties and get their customers excited. The more receptive consumers are to our brand, the more likely they will purchase our products."



Selling Opportunity

Get your customers together and watch the season premier* on Thursday, Oct. 24, at 9 p.m. EST on Lifetime®.

*Date/time subject to change.
Check local listing for updates.

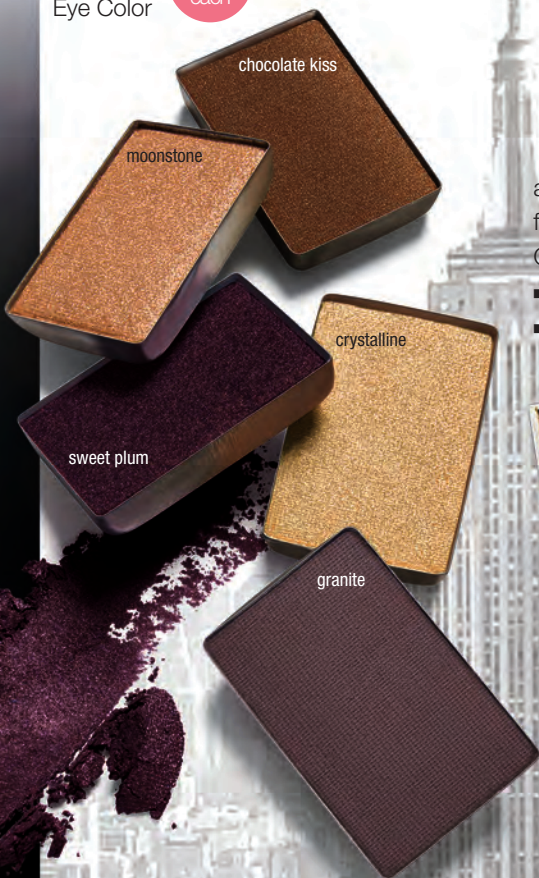
Spread THE WORD!

1. **Host weekly *Project Runway All Stars* Watch Parties.** You'll find *Project Runway All Stars*-inspired looks in the 11/13 issue of *The Look*.
2. **Share.** What a great way to introduce your Mary Kay business and start conversations.
3. **Sample.** Keep product samplers handy with your business card attached.
4. **Mary Kay® Mobile Virtual Makeover App.** A fun way for your customers to try new looks and experiment with color. Be sure to direct them to your **Mary Kay® Personal Web Site** where they can order on the spot!
5. **Connect.** Join the social media conversations using **#PRAIStars**.



Mary Kay®
Mineral
Eye Color

\$7
each



You could **WIN** a **TRIP** to New York City

and be part of Fashion Week in February! Three winners from each Seminar affiliation will receive a fabulous New York City Fashion Week experience that includes:

- Airfare ■ Hotel accommodations ■ Meals
- Tickets to Fashion Week show ■ Tickets to Broadway play



Here's How!

Independent National Sales Director*

- ▶ With highest percentage increase of Cadillac qualifiers based on total qualifiers

**Oct. 1 – Dec. 31, 2013, over her
Oct. 1 – Dec. 31, 2012, period.**

Independent Sales Director**

- ▶ Qualified or in qualification for the use of a Cadillac and has the most qualified** new team members during the contest quarter.

Independent Beauty Consultant*

- ▶ Top Independent Beauty Consultant in top Independent Sales Director's unit with the most qualified** new personal team members during the contest period.

Did you know...

- *Project Runway All Stars Season 2* ranked No. 3 in its time period among women ages 25-54 vs. all cable competition.*



Mary Kay At Play™
Jelly Lip Gloss

\$10
each



Do you love the **Mary Kay® T-shirts** worn by the makeup artists on *Project Runway™ All Stars*? Get your very own through [MKConnections®](http://MKConnections.com). Go to [Mary Kay InTouch®](http://MaryKayInTouch.com) > Ordering > [MKConnections®](http://MKConnections.com).

Mary Kay At Play™
Lip Crayon

\$10
each



*To attend the New York City Fashion Week experience, an Independent Beauty Consultant must be in good standing with the Company at the time the award is presented.

**For contest purposes, a qualified new team member is one whose initial order with the Company is \$600 or more in wholesale Section 1 products, and it is received and accepted by the Company in the same or following calendar month that her Independent Beauty Consultant Agreement is received and accepted by the Company. New Independent Sales Directors who debut during the contest period can qualify for the challenge as a member of her Independent Senior Sales Director's unit.

For complete rules, go to [Mary Kay InTouch®](http://MaryKayInTouch.com).



Passing THE TORCH



**Independent
Senior National
Sales Director
Joanne Bertalan**

A MIGHTY force

Though slight in size, **Independent Senior National Sales Director Joanne Bertalan** is definitely a powerhouse. With accolades such as four-times Circle of Achievement winner, Circle of Excellence Achiever and the Queen of Sharing for 2001 Emerald Seminar, it's no wonder she's led other women to team-building success. She was inspired by the legacy of **Independent Elite Executive National Sales Director Emeritus Marilyn Welle-Villella** and **Mary Kay Ash**. Through their actions she learned that every goal is reachable if you work hard and build a solid unit. Joanne says, "It's not rocket science. Mary Kay Ash established a successful marketing plan. I followed her lead and worked the way she taught."

Joanne says she shares the Mary Kay opportunity with everyone because she believes every woman **DESERVES** to hear what this amazing opportunity can offer.

Concern	Feel	Felt	Found
I'm really busy	You work hard and wear a lot of hats.	I'm busy too, but I can help you sprinkle a Mary Kay business into your busy schedule.	In my experience, busy women are the most successful because they know how to manage their time.
I don't know that many people	I can see that people are drawn to you even if you don't think you know many.	I didn't think I knew many people, but I realized I have kids who have moms who have skin. That's how I got started.	Mary Kay is all about building relationships and providing great customer service. If you do that as your network expands, then you'll be successful.

Joanne asks targeted questions that encourage a potential team member to think about the Mary Kay opportunity. When a concern arises, Joanne addresses it with a tried-and-true method. She acknowledges the concern (feel), identifies with her (felt), then empowers her with a solution (found).

“I believe we are givers of hope in Mary Kay. We have the privilege to enrich women's lives and offer life-changing hope in every area of life through our career opportunity.”

LEADERSHIP IS MORE THAN teaching;

it's mentoring, leading by example and passing along skills. **Independent Senior National Sales Director Joanne Bertalan, Independent Senior National Sales Director Dacia Wiegandt, Independent National Sales Director Auri Hatheway and Independent Elite Executive Senior Sales Director Christine Barrueco** know what it means to mentor others to success.

They've each followed their mentors' footsteps and been named the Queen of Sharing for the Emerald Seminar.



the CHALLENGER

Her name is synonymous with breaking records. **Independent Senior National Sales Director Dacia Wiegandt** was the youngest Independent Sales Director to twice lead her unit to the Million-Dollar Circle of Excellence and, at the time of her NSD debut, she set the record as the youngest Independent National Sales Director in the U.S. While her accolades are impressive, she credits her success with the simple fact that she follows her plan and builds her Mary Kay business one team member at a time. "Maybe she already has a big career or she's struggling to make ends meet. I don't prejudge because you never know what's really going on," says Dacia. "The Mary Kay opportunity can be right for any woman, and it will be life-changing."



**Independent
Senior National
Sales Director
Dacia Wiegandt**

Dacia's Area Reaching Excellence (DARE) comprises women from all ages and walks of life.

“When I talk to a Gen Y woman, I might share the leadership skills she can gain. Moms searching for a work/life balance will hear me talk about Mary Kay's philosophy of God first, family second and career third. Older women bring wisdom and experience, so I may talk about the potential financial rewards and flexibility.”



Independent
National
Sales Director
Auri Hatheway

life CHANGER

Dacia knows everyone is unique. “Some hit the ground running, so I pour belief into them, and we take off,” she says. “Others may be the steady ones who create a loving, safe place to grow and to help others grow. Both create success.” When sharing the opportunity, she asks four simple questions to gauge their interest level.

1. What did you like most about what you heard?
2. Why would you be good at what I do?
3. Any extra concerns?
4. If you knew you could be a success and you knew I was here to coach you to get there, is there any reason why we couldn't get you started today?



Independent National Sales Director Auri Hatheway met Dacia in the last month of the 2003 Seminar year. “Dacia has so much purpose. When you meet a champion, you know it,” says Auri.

Although Auri started her Mary Kay business to earn a little extra money, she has led her unit to the Circle of Excellence four times and is a two-time Million-Dollar Independent Sales Director. She says,

“When you start a Mary Kay business, you think about your circumstances and your needs. But when you see how sharing the opportunity helps others, it's exciting and humbling.”

Auri says she empowers women and believes those who love themselves and others are perfect team members because they're motivated to improve their circumstances and enrich women's lives.



Independent Elite
Executive Senior
Sales Director
Christine Barrueco

FOLLOW the leader

Independent Elite Executive Senior Sales Director Christine Barrueco turned her back on her inhibitions when she began her Mary Kay business in 2008. As a Million-Dollar Independent Sales Director, a four-time Triple Star of Achievement winner as well as a three-time qualifier in the Seminar Queen's Court of Sharing (including being named the Queen for Emerald Seminar in 2012), Christine is the epitome of passion and determination. However, she knows much of her success is because she put her faith in those who came before her. They showed her the way and gave her tools. She followed their example. She says of her **Independent National Sales Director, Auri Hatheway**, "Auri painted my vision with me. She taught me how to lead by example and how to balance selling, sharing and working with my team."

Christine believes it's the fear of failing, not the wrong timing, that holds many women back from chasing their dreams. She had her own set of fears when she signed her Independent Beauty Consultant Agreement. "A Mary Kay business can help us step outside our comfort zones."

For Christine, being passionate about helping others succeed is a calling, and she has a love for the Mary Kay career path because it provides personal growth.

“It's a thrill for me to help a woman discover a bold, confident version of herself.”

You can **start to build your team today** with women of integrity. Keep your eyes, ears and heart open to women who possess a few of these traits:

■ Kind ■ Tenacious ■ Positive ■ Teachable ■ Confident ■ Enthusiastic

Christine's Team-Building Tips:

1. Help create a vision of where your potential team member could be.
2. Listen. It creates trust, connections and understanding.
3. Share your goals. Others will want to come with you on your journey if they understand and relate to you.

Auri's Team-Building Tips:

1. Work with urgency. You must learn how to have it, how to create it and how to maintain it. Urgency creates momentum.
2. Don't prejudge. Auri's first team member was someone she almost passed over because she earned a good salary. "While her earnings were good, she did need what a Mary Kay business offers," Auri says.
3. Share with everyone. Auri doesn't do a skin care party without sharing the opportunity. It's just a part of business.

A Mary Kay Thanksgiving

TABLE. Supports the meal. Similar to unit meetings, education and support from your Independent Sales Director and sister sales force members.

SILVERWARE. The tools to complete the feast, just as your Mary Kay® Starter Kit, fliers, etc., are the tools to your success.

TURKEY. The main event! Skin care parties are where it begins – booking, coaching, selling and team-building. Having the right attitude and your priorities in order – God first, family second and career third!

GRAVY. The financial reward you can earn in your Mary Kay business. The turkey is prepared before the gravy. Just like everything starts with a skin care party!

VEGETABLES. Your growth potential. You decide what you want. Maybe you haven't tried them all, but you'll love them when you do!

CRANBERRIES. The tartness. The challenges make you step out of your comfort zone and give you a new perspective that makes everything sweeter.

RELISH. Friends you meet in your Mary Kay business.

CHOICES. You can have everything and fill a big plate, or you can pick a smaller plate. You decide.

PUMPKIN PIE. Recognition. The sweet taste of success for a job well-done.

DIRTY DISHES. Must be cleaned for the future. Adding sales, filling weekly accomplishment sheets, cleaning mirrors and trays get you ready for the next party.

LEFTOVERS. Bookings from parties. They're easy – no need to shop and little preparation. Leftovers are the best!

NAP. It's long-awaited and much-appreciated. Enjoy! You deserve it!

While the author and original publishing date are unknown, the message remains true today. We hope you enjoy –

**Happy
Thanksgiving!**



october let the beauty begin promotion

Now's a perfect time to start a Mary Kay business! Delight in the Mary Kay® products that make women feel beautiful, confident and connected. Embrace them. Love them. Share them every day.

The Details:

Any new Independent Beauty Consultant who starts her Mary Kay business Oct. 1-31 is eligible to receive credit* up to \$150 on her initial Section 1 wholesale order of \$400 or more.

Initial Section 1 wholesale order:

	Gets \$ Credit*:
\$400-599	\$50
\$600-1,799	\$75
\$1,800+	\$150

Plus, Independent Beauty Consultants who add new team members in the month of October will be automatically entered into the *Let the Beauty Begin* Contest for a weekly drawing for an iPad if their new team member's initial \$400 or more Section 1 wholesale order is received and accepted by the Company from Oct 1 – Nov. 30, 2013. See rules below.



Complete details available
on *Mary Kay InTouch*®.

***Restrictions apply:** You qualify for the "credit" off your first product order if your Independent Beauty Consultant Agreement is received and accepted by the Company from Oct. 1 – 31, 2013. You will qualify to receive a \$50 credit on your initial Section 1 order between \$400 and \$599.99 wholesale; a \$75 credit on your initial Section 1 order between \$600 and \$1,799.99 wholesale; or a \$150 credit on your initial Section 1 order of \$1,800 wholesale or more. All qualifying initial Section 1 order amounts are exclusive of shipping, handling and tax, and must be received by the Company by Nov. 30, 2013. Sales tax is required on the suggested retail value of all Section 1 products.

Let the Beauty Begin Contest Rules: Independent Beauty Consultant ("IBC") will receive one Entry for every new team member who starts their Mary Kay business in the month of October ("New Team Member") and places a \$400 or more Section 1 wholesale order by Nov. 30, 2013. IBC will receive one (1) additional Entry for every additional \$400 or more Section 1 wholesale order New Team Member places by Nov. 30, 2013. In order to receive the Entry, the order must be received and accepted by the Company during the Promotion Period. Orders may not be accumulated to qualify for the \$400 requirement. Each Entry will be automatically entered to participate in that week's drawing for one (1) Apple iPad each week. Complete Official Rules are available at www.marykayintouch.com.



MARY KAY®

Mary Kay Inc.
P.O. Box 799045
Dallas, TX 75379-9045

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MARY KAY INC.

MARY KAY LEADERSHIP 2014

New Orleans

Who's Invited:

All Independent Sales Directors, plus
Future Independent Sales Directors
and Independent Sales Directors-in-Qualification

You'll Find:

- Fabulous Parties
- Inspiring Speakers
- Incredible Networking
- Memory-Making Girlfriend Time
- Plus, All the Fun New Orleans Offers!
- Over-the-Top Entertainment
- Valuable Education
- Awesome Recognition

Roll Call!

CLASS OF 2014

Independent Sales Directors who debut
Aug. 1, 2013 – July 1, 2014, get a:

- Beautiful **Class of 2014** ring.
- Fabulous Badgley Mischka handbag.
- Free Leadership 2014 Registration
(free Seminar registration if you
debut Feb. 1 – July 1, 2014).

Plus!

- Debut an offspring
and receive a coordinating
Badgley Mischka wallet.
- Debut two or more
offspring and receive a
\$100 bonus for each.



Jan. 12–15 (Diamond, Emerald and Pearl)

Jan. 15–18 (Ruby and Sapphire)



Photos courtesy of New Orleans Visitors Bureau

Register NOW!

Mary Kay InTouch® > Events > [Leadership Conference 2014](#) OR by mail:

Leadership 2014
Special Events Registration
Mary Kay Inc.
P.O. Box 799045
Dallas, TX 75379-9045

See you there!



SEE YOU IN
NEW ORLEANS!